

## One Last Note About Rebate Advertising

When advertising an item subject to a manufacturer's rebate, the retailer cannot advertise the after-rebate price, unless the consumer is being given that rebate at the time of purchase.

The advertising should be clear no about the amount the customer will pay at the cash register.

As noted earlier, the retailer must also make the appropriate rebate forms available at the store.

For more information or assistance, please write to:

Department of Consumer Protection  
Trade Practices Division  
165 Capitol Avenue  
Hartford, CT 06106

Email: [tradepractices@ct.gov](mailto:tradepractices@ct.gov)

DEPARTMENT OF CONSUMER PROTECTION

## Fact Sheet

# All About REBATES

*Getting Your Money's  
Worth*



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GOVERNOR

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COMMISSIONER

## *“What ever happened to that rebate I sent for but never received?”*

This is a very common consumer question and sometimes a source of frustration. In most cases, consumers who apply for rebates are most successful when they are well organized and aware of the following rebate tips.

Before you buy a product that is offering a rebate, be sure that you’re willing to comply with all the requirements for that rebate, and that you don’t find yourself at a disadvantage in order to do so.

- For example, maybe the manufacturer wants you to send in an entire package panel, but you’d really prefer to save the box for storing the item.
- Or you may feel compelled to use up the product before you normally would, just so you can remove the required labels and proofs-of-purchase.
- Or you may have to buy two or more of a certain item to qualify for a rebate. Ask yourself if it’s worth it!
- Or, you realize that it will cost you **more** to package and mail the rebate application and all of the required documents than the actual rebate is worth!

## When You Apply for Your Rebate:

Be sure you have the correct rebate form. Some stores display them with the product; others post them at the check-out counter, on a central bulletin board, or at the Service Desk. If you can’t find the form, ask for it!

Stores that advertise products with rebates must have the correct forms available.

Also, note the expiration date on the rebate form. You may contact the Department of Consumer Protection if you find that a store is advertising rebates, but doesn’t have the correct rebate forms available, or that the forms have expired.

Hang on to your receipt! Many manufacturers demand the **original** sales receipt. If so, make a copy to keep for your records. (If you’re buying a number of “rebate” items at one time, you might want to ask for separate sales receipts for each rebate item, since you will be sending them to different companies.)

Write down the full name and address of the place to which you will mail your rebate application, along with brand name, model number, and any other information about the product. Many times, the consumer simply fills in the rebate form and mails it with no record of the address to which it was sent. This can lead to a problem later, if you try to contact the company about your rebate.

Don’t discard the packaging until you’re sure you have all the required proofs-of-purchase. These could be UPC symbols, a special logo, a box top, etc. (By the way, is **more than one** proof-of-purchase required? If so, is the rebate still a value once you’ve paid for two or more of the same item?

Attach the receipt and proofs of purchase to the rebate form as instructed. Be sure you complete your rebate form completely and clearly. Inexpensive printed address labels are ideal to stick on those rebate forms that have very small spaces.

## Waiting for the Check to Arrive

Rebate checks are notorious for taking a long time to arrive, so always allow the maximum time advertised by the manufacturer to receive your rebate -- often six weeks or more.

If no rebate arrives once the allotted time has passed, send a letter of complaint to the address where you originally sent your rebate application form. You should also write to the manufacturer to complain that your rebate has not yet been honored. If that fails to get a response, you may send a letter of complaint to:

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Hartford, CT 06106